

NORTHBAY HEALTHCARE FOUNDATION

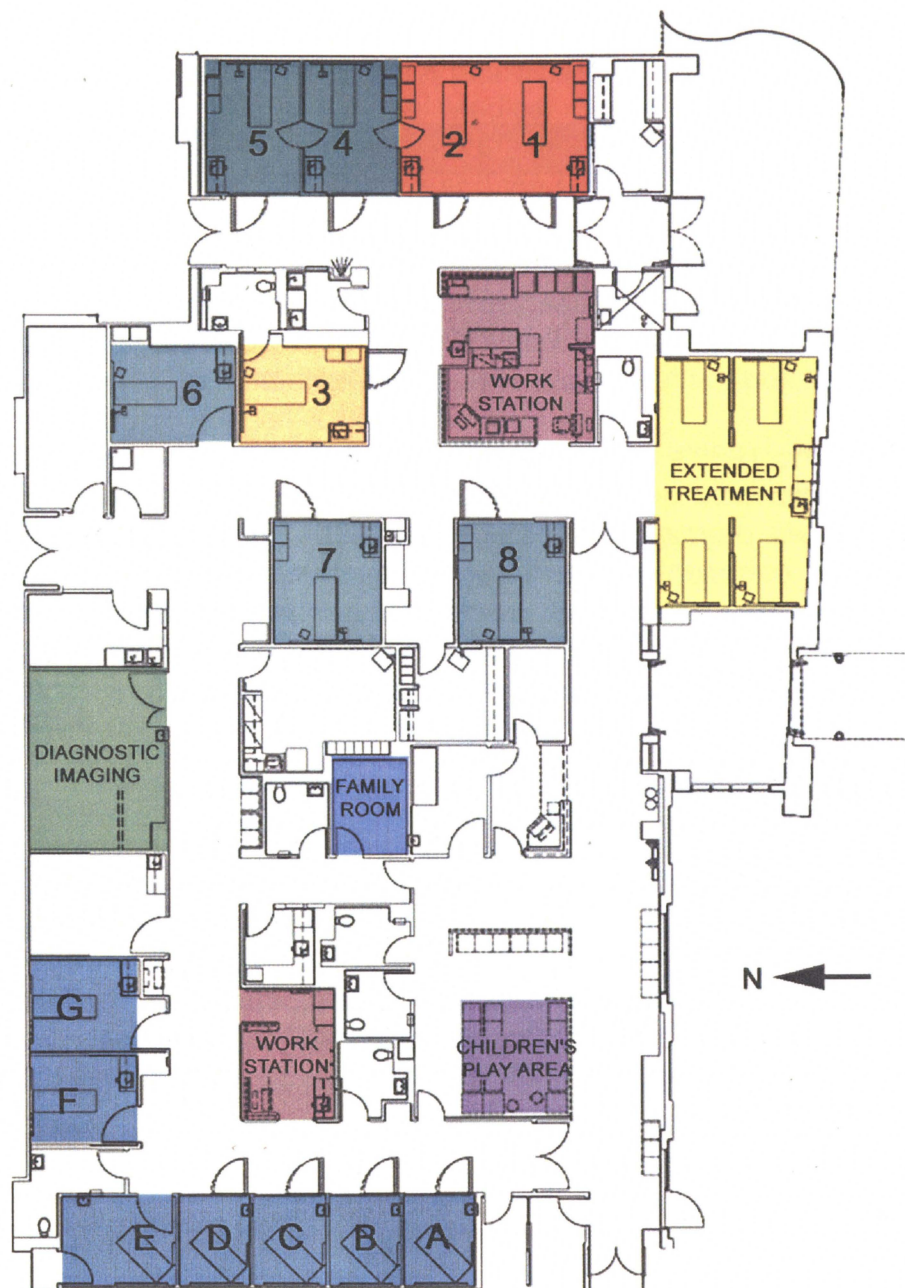
EMERGENCY MEDICAL SERVICES CAMPAIGN CASE STATEMENT



**1200 B. Gale Wilson Blvd.
Fairfield, CA 94533
(707) 438-3586**

Suggested Donation	Room / Area	Generously Donated By:
\$150,000	Major Emergency Treatment Rooms 1 & 2	Alza Corporation
\$50,000	Women's Emergency Treatment Room 3	Leslie & Virginia Anderson Trust
\$25,000	Extended Treatment / Observation	Genentech, Inc
\$25,000	Diagnostic Imaging X-ray	Solano Imaging Medical Associates
\$20,000	Treatment Room 4	Jelly Belly Candy Company
\$20,000	Treatment Room 5	
\$20,000	Treatment Room 6	
\$20,000	Treatment Room 7	
\$20,000	Treatment Room 8	
\$10,000	Treatment Room A	Vacaville Sanitary
\$10,000	Treatment Room B	
\$10,000	Treatment Room C	
\$10,000	Treatment Room D	
\$10,000	Treatment Room E	
\$10,000	Treatment Room F	
\$10,000	Treatment Room G	
\$10,000	Family Counseling / Consultation / Meditation	
\$10,000	Children's Play Area	Sylvia Sacca
\$10,000	Clinical / Nursing Work Stations	
\$10,000	Clinical / Nursing Work Stations	

NBMC EMERGENCY DEPARTMENT REPLACEMENT PROJECT





NORTHBAY MEDICAL CENTER

EMERGENCY MEDICAL SERVICES CAMPAIGN PLANNING

Background

Over the past 50 years, the residents and health care professionals of upper Solano County have maintained a tradition of supporting their local hospitals and ensuring that high quality health care is available to their families, friends and neighbors.

During the 1950's it became clear that the 13-bed Bunny Hospital, in Fairfield, was too small to satisfy the needs of a community that had grown dramatically in the years following the Second World War. A community-wide fund raising campaign was conducted under the leadership of local physicians and business leaders and the funds needed to build a new hospital were secured. In 1960, the 32-bed Intercommunity Hospital opened its doors and eventually grew into a locally owned and governed, not-for-profit comprehensive 111-bed medical center.

Upper Solano County continued to grow and the Intercommunity Hospital Board of Directors made a decision to build a sister hospital in Vacaville. Ground was broken for VacaValley Hospital in August 1985 and the hospital opened on July 1, 1987. Concurrent with the construction of VacaValley, the Intercommunity Board re-incorporated as The NorthBay Healthcare System and established the NorthBay Healthcare Foundation to raise funds for both facilities.



Today, the 132-bed NorthBay Medical Center stands on the spot where Intercommunity Hospital once stood. In 1992, NorthBay Healthcare System completed the first phase of a four-phase construction project to replace the entire medical center on this site. The first phase addressed the Medical Center's most pressing needs at that time - the replacement of the Maternity Department, the Newborn Intensive Care Unit and the Critical Care Unit, as well as the entrance, lobby, registration area and electrical/mechanical systems. In addition, "shelled" space was constructed to house a larger emergency department. A successful capital fund raising campaign conducted by the NorthBay Healthcare Foundation raised \$1.6 million to help pay for this project, continuing the long tradition of philanthropic support for local health care.

NorthBay Healthcare System is still a not-for-profit community-owned and governed healthcare provider that accepts all patients regardless of race, color, creed or financial circumstances. Its two facilities, NorthBay Medical Center and VacaValley Hospital, are fully accredited by the Joint Commission on Accreditation of Healthcare Organizations and are licensed by the State of California.

The Impact of NorthBay Healthcare System

Some important facts about NorthBay Healthcare System and its impact on local communities:

- NorthBay Healthcare System ***emergency departments*** handled more ***than 43,000 patient visits*** last year. NorthBay is the ***only provider of emergency medical*** services in upper Solano County.



- NorthBay operates the only Alzheimer's Resource Center and licensed Alzheimer's Day Care Service in Solano County. Alzheimer's Day Care currently serves about 24 patients per day.
- NorthBay Medical Center operates the **only Cardiac Rehabilitation Unit** in Solano County.
- NorthBay handled more than **21,600 outpatient visits** last year and admitted more than **8,600 inpatients**.
- NorthBay Medical Center and VacaValley Hospital are served by an active medical staff of 122 physicians and extend provisional, courtesy, consulting, honorary or visiting privileges to an additional 85 physicians. Nearly every major medical specialty is represented.
- NorthBay Healthcare System has an **annual payroll** of approximately **\$50 million**, which, with its multiplier effect, pumps some **\$250 million** through the area economy each year.
- NorthBay Healthcare has a charitable mission in the community and is committed to providing health care services to all those who seek care, regardless of their ability to pay. Last year, NorthBay provided approximately **\$5.5 million in charity care**.
- The members of the **NorthBay Guild** and other community volunteers contribute more than **35,000 hours of volunteer service** each year. Many of these men and women provide highly specialized skills and experience which would not otherwise be affordable. The NorthBay Guild has contributed more than **\$1.5 million** over its forty-two year history and donated \$110,000 in 1999 alone.



- The **Newborn Intensive Care Unit** (NICU) at NorthBay Medical Center is the **only unit of its kind** in Solano County. The NICU is a Level III facility, which means it can care for infants born prematurely or sick babies needing special care. The unit treats more than **300 infants** each year.
- NorthBay's state-of-the-art Radiation Oncology Department is the only non-military, community-based cancer center in the county certified by the American College of Surgeons Commission on Cancer. The Center is dedicated to detecting cancer at its earliest and most treatable stage.
- More than **1500 babies** are born at NorthBay Medical Center each year.
- **NorthBay Hospice & Bereavement** programs provide care for terminally ill people in their own homes, and education and support for their families and friends. Care is provided without regard to health insurance or ability to pay to all who request it.
- More than **3600 surgical procedures** are performed at NorthBay each year.
- NorthBay Medical Center's **radiology department** is equipped with a state-of-the-art Picker 6000 Spiral CT Scan. Now, a CT Scan that previously took almost an hour can be accomplished in less than a minute and is safer and less invasive for patients while offering multiple diagnostic capabilities.
- The **ABC (A Baby is Coming) Clinic** provides medical, nutritional, educational and social support to women who rely on Medi-Cal or who have no insurance at all. It is the **only clinic of its kind** serving upper Solano County.



- NorthBay Healthcare System employs more than **1300 people**, making it one of the largest employers in Solano County.

The Need for New Emergency Medical Services in Upper Solano County

NorthBay Healthcare System (NorthBay Medical Center and VacaValley Hospital) is the ***sole provider of emergency medical services*** to upper Solano County, one of our State's most rapidly growing areas.

The existing emergency department at NorthBay Medical Center consists of seven treatment stations housed in 2,400 square feet. It was built to accommodate the emergency health care delivery systems and population of the 1970's.

Since that time, Solano County has experienced unprecedented growth and the number of emergency department visits has increased accordingly. Last year, NorthBay Medical Center handled over ***27,000 emergency department visits*** in a facility designed to deal with approximately half that number. The department is crowded and provides patient treatment in multi-bed rooms, which can result in a lack of patient privacy and confidentiality.

In addition to this increase in patient volume, emergency treatment procedures have changed dramatically during this same period. With the advent of trauma and urgent care services, in addition to traditional emergency services, NorthBay's emergency department now serves three diverse and growing patient populations: patients needing trauma care, urgent care or emergency care.

An example of the changing dynamics of delivering emergency medical care is that, today, many area residents with relatively



minor medical problems come to our emergency departments for treatment. Because our emergency departments were designed to treat seriously ill or injured patients, this trend of using the emergency department as a means of accessing routine medical care mixes seriously ill or injured patients with those who have only minor problems. Patients needing routine care must wait until more seriously ill or injured patients have been treated. Moreover, children and others with relatively minor medical needs are treated in close proximity to patients with major traumatic injuries and illness.

The current emergency department has other problems as well. The department is so short of space that patient privacy is greatly compromised. Staff has very little space to review and update records, storage space is inadequate and there is no private room for staff to confer with patients' families. In summary, the NorthBay Medical Center Emergency Department needs much more room for everything and must be redesigned to efficiently accommodate three different patient populations.

The Plan to Meet the Need

The need for a new emergency department was recognized over ten years ago when NorthBay Medical Center developed a strategic plan to replace, in stages, its aging physical plant. While economic constraints precluded the construction of a new emergency department at that time, unfinished "shell" space was reserved on the ground floor of NorthBay's new building for this purpose.

The NorthBay Healthcare Board of Directors, acting on behalf of the community, has now developed an effective plan to meet the need for expanded emergency facilities. The new emergency



department will encompass 9,800 square feet, over four times larger than the existing department's 2400 square feet.

Several overriding considerations govern the design of the new department. The most important of these is to continue to provide excellent patient care while minimizing patient waiting, protecting patient confidentially, and generally improving the experience of patients and their families receiving emergency medical care. Specific examples of this consideration's impact on the design are:

1. A separate entrance for ambulances to segregate critically ill and/or injured patients arriving by ambulance from non-ambulance patients.
2. Separate treatment areas for trauma/serious emergency vs. minor/urgent cases. This will keep the small child with a fever, for example, from witnessing the much more serious activity surrounding the victim of a violent car crash.
3. Direct admission to a treatment area with no waiting, when possible.
4. Bedside registration for most patients.
5. Treatment areas in single-bed rooms to enhance privacy.
6. Laboratory and X-ray services located in the department to reduce waiting times; state of the art digital images to reduce processing time.
7. Treatment rooms large enough to allow a family member to stay with the patient.



8. Separate family counseling room.
9. Enhanced security systems for improving safety for patients and staff.

The new emergency department will have two trauma beds, six treatment beds in the emergency service area, and seven minor treatment rooms on the urgent care service. In addition, there will be a four-bed extended treatment area. This unit will be used for longer term evaluation (to be sure of a diagnosis) or for treatments requiring a longer time (for example, an asthma attack). The extended treatment area's purpose is to safely and effectively treat these patients while avoiding unnecessary and costly admissions to the hospital. There will be a total of nineteen exam/treatment stations in the new emergency department.

Planning guidelines for emergency departments recommend, depending on several variables, one treatment station for every 1500 to 2500 annual visits. The nineteen new stations, described above, will provide a capacity of up to 47,500 annual visits which will meet our projection of 40,000 visits by 2020.

Funding for the New Emergency Department

The project is budgeted at \$6 million, including over \$2 million for state-of-the-art clinical equipment and information systems. Like most other not-for-profit health care organizations, NorthBay Healthcare System cannot afford to pay for all its current, high priority capital needs. Consequently, the System's Board of Directors has asked the NorthBay Healthcare Foundation to consider raising most or all of the funds necessary to pay for the new Emergency Department through an area-wide capital fundraising campaign.



The Need for Philanthropic Support

The American health care industry continues to experience the most difficult financial crisis in its history. Medicare, Medi-Cal, managed care organizations and many private health care insurers have dramatically changed the basis on which they pay hospitals, resulting in major under-funding of operating costs. The changes are placing extreme financial pressures on American hospitals and have already forced many to either close or join larger health care systems. These financial pressures are expected to increase in the future - especially in California.

Most hospitals have reduced their employee staffs and adopted many other cost-saving measures to cope with shrinking revenues. Almost all hospitals have changed the manner in which they deliver certain types of patient care in order to serve their communities more efficiently and effectively. Examples of this are the provision of certain services outside hospitals and medical centers such as home care, wellness programs and the provision of many services on an outpatient basis.

One significant impact of reduced reimbursements for hospitals and medical centers is a shortage of capital to establish or expand vital hospital services and to replace worn out equipment and facilities. Nationwide, more and more community not-for-profit healthcare facilities are depending on philanthropy to help fund new capital needs. It is widely agreed that the communities that have access to the best health care in the future will be those that have provided charitable support to their local hospitals and medical centers.

NorthBay operates a cost-effective, efficient healthcare system and has served the community for over four decades. However,



NorthBay is not immune to the current national health care fiscal crisis. Therefore, it is important that the community support our local healthcare facilities by helping to fund the new emergency department project.

We are extremely pleased that the NorthBay Guild Volunteers have agreed to support the new Emergency Department at NorthBay Medical Center with the proceeds from this year's Classic. Last year our emergency department handled more than 27,000 patient visits and we anticipate an ever-increasing emergency department, designed to deal with approximately half of this number of patients, continues as the sole provider of emergency medical services in upper Solano County.

Emergency services are at the very core of what defines NorthBay as a community-owned, not-for-profit health care system. We have remained true to our original founding mission from the 1950's of providing to all in need regardless of their ability to pay.



NorthBay Healthcare Leadership Listing

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Doanld S. Simon, *Secretary/Treasurer*
Gary J. Passama, *Assistant Secretary*
G. Ben Huber
Robert M. Takamoto, M.D.
Gary A. Matsumura, M.D.
Mark Sievers

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Stephen Power
Samuel Santoro, D.O.
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Don Simon, *Secretary/Treasurer*
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Michael M. Paulik
Garland Porter
Wayne P. Senalik
George Stock, M.D.
Tim N. Taub
Jon N. Unger
Richard E. Zimmerman, M.D.

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Sandy Rigby-Person
Vice-Chairman
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Assistant Secretary & Director



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Gary J. Passama
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William E. Hawn
Assistant Secretary
Art DeNio
Assistant Secretary

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Fairfield

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Barbara Lum, *Secretary*
Sheri Jones, *President*
Pam Reeder, *Past President*
Jewel Schoffstall, *Fundraising and Special Events Chair*
Helen Vineyard, *Parliamentarian*
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Vacaville

Carol Chuck, *Assistant Treasurer*
Oretta Cortland, *President*
Pat Liebig, *Treasurer*
Janis Dmytriw, *Vice President*
Gay Luiz, *Secretary*
Irma Perotti, *Past President*
Lawauna Snead, *Board Member*
Martha Orr, *Parliamentarian*



MEDICAL STAFF OFFICERS

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M Tracy Johnson, M.D.

Vice Chief of Staff

Robert A. Varady, M.D.

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Department of Medicine

Ricardo DeNapoli, D.O.

Department of Family Practice

Craig Dennis, M.D.

Department of Emergency Medicine

Joseph J. Dominguez, M.D.

Department of Anesthesiology

Steven G. Gwiazdowski, M.D.

Department of Pediatrics

Gary Matsumura, M.D.

Department of OB/GYN

Peter Zopfi, M.D.

Department of Surgery

James F. McMahon, M.D.

Department of Diagnostic Imaging

Members At Large

Terrel Van Aken, M.D.

Department of Family Practice

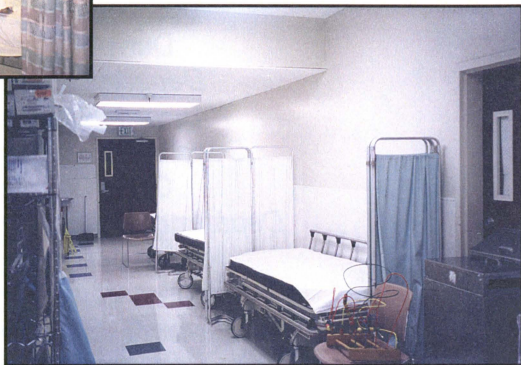
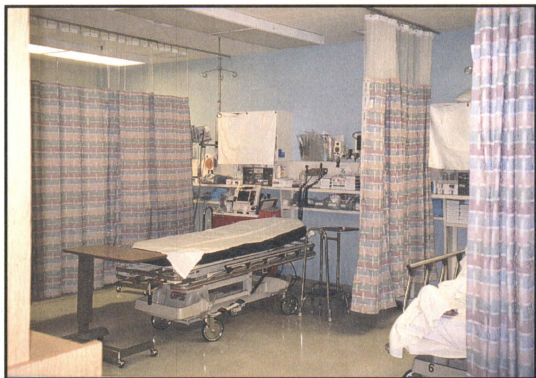
Merle R. Sogge, M.D.

Department of Medicine

Robert Lanflisi, M.D.

Department of Surgery

EXISTING EMERGENCY DEPARTMENT



NEW EMERGENCY DEPT. ENTRANCE



CONSTRUCTION IN PROGRESS



SERVING THE EMS COMMUNITY **Solano Emergency Medical Services Cooperative**



North Bay Medical Center
Remodels Emergency Dept.
By Michael Frenn

The Tamkin White Paper
Forumla for Paramedic
Excellence

Update on Quality
Improvement Standards
By Allen Morini, D.O
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MCI Plan Revision
By Vincent Webster
Page 4



NORTH BAY EMERGENCY DEPT. REMODEL

By Michael Frenn,
EMS Agency Administrator

Construction of a new
emergency department at
NorthBay Hospital in Fair-
field is now underway and
promises to substantially im-
prove the level of services
offered in Northern Solano
County.

NorthBay Medical Center Breaks Ground on New Emergency Dept.



Photo Courtesy of
Dana Castillo
Solano County EMS Services

NEW EMERGENCY ROOM ENTRANCE

